RJR DPC off Invoice Display Program For Low Volume Accts

- RJR Reps write orders and fax or send to Direct Account using attached forms
- Direct Account Sales People and Telemarketers write orders for displays using attached forms - ***limit 1 display per store*** (available displays attached)
- Black line and sticker the 2 or 4 cartons indicated on prebook order, pack in generic display with riser card, and send to retailer
- Return copies of prebook orders to your RJR Representative for payment

51850 3191

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000

DPC off Invoice Display Program for Low Volume Accts.

- Displays available are:
  - $2.00 off invoice
    - » Winston 4 ctn - 2 Winston King, 2 Winston Box
    - » Winston 2 ctn - 1 Winston King, 1 Winston Box
    - » Salem 4 ctn - 2 Salem King, 2 Salem Lights
    - » Salem 2 ctn - 1 Salem King, 1 Salem Light
    - »
  - $2.50 off invoice
    - » Doral 4 ctn - write in 4 cartons of Doral desired
    - » Doral 2 ctn - write in 2 cartons of Doral desired

51850 3192

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000

WINSTON 20 CENTS

$2.00 off Invoice

DEL. DATE

WHOLESALER _____

>LGE. DISPLAY(4 CTNS.)

☐ 2-WINSTON KING
2-WINSTON BOX

>SMALLDISPLAY(2CTNS.)

☐ 1-WINSTON KING
1-WINSTON BOX

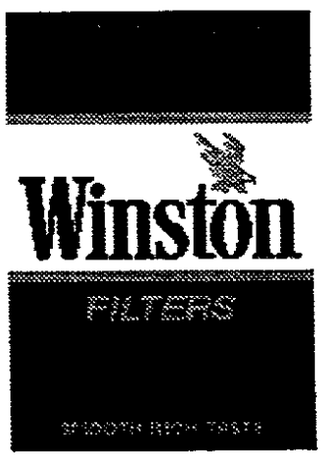
*****LIMIT 1 PER STORE**********

STORE _____

ADDRESS _____

CITY _____

SIGNATURE _____ DATE ____



51850 3193

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000

DORAL 25 CENTS

$2.50 off Invoice

DEL. DATE

WHOLESALER_____

>LGE. DISPLAY(4 CTNS.) >SMALLDISPLAY(2CTNS.)

☐ 2-DORAL _____ ☐ 1-DORAL _____

2-DORAL _____ 1-DORAL _____

*****LIMIT 1 PER STORE**********

STORE_____

ADDRESS_____

CITY_____

SIGNATURE_____DATE_____

51850 3194

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000

SALEM 20 CENTS

$2.00 off Invoice

DEL. DATE

WHOLESALER_____

>LGE. DISPLAY(4 CTNS.) >SMALLDISPLAY(2CTNS.)

☐ 2-SALEM
2-SALEM LIGHTS

☐ 1-SALEM
1-SALEM LIGHT

*****LIMIT 1 PER STORE**********

STORE_____

ADDRESS_____

CITY_____

SIGNATURE_____DATE____

51850 3195

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000

Attention Retailer:

New! "PLANET"

From Moonlight Tobacco Co.

>100% TOBACCO* NO ADDITIVES

>Order a 2 carton display and get $2.00 (off invoice).

Complete and return this form to your wholesaler.

*Wholesaler*_____

- ***"PLANET" Full Flavor Box*** *1 Carton*
- ***"PLANET" Light Box*** *1 Carton*

Store_____Date_____

Address_____

City_____State_____

Delivery Date_____Retailer Signature_____

51850 3196

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000

Moonlight Tobacco Wholesale Program

- Special Offer:
  - 2 Carton Display
    - » 1 - "PLANET" Full Flavor Box
    - » 1 - "PLANET" Light Box
  - $2.00 per display for Retailer
  - $2.00 per display to jobber salespeople
- # displays sold_____Salesman_____

Please turn in this form and prebook forms when all accounts have been contacted.

51850 3197

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000

New! "PLANET"

From Moonlight Tobacco Co.
100% TOBACCO * NO ADDITIVES

Wholesaler _____

- "PLANET" *Full Flavor Box* — 1 Carton
- "PLANET" *Light Box* — 1 Carton

$2.00 Display Allowance

Store _____ Date _____

Address _____

City _____ State _____

Delivery Date _____ Salesperson _____

Retailer Signature _____

51850 3198

Source: https://www.industrydocuments.ucsf.edu/docs/lhcy0000